

“Selling Solutions for On Demand Business” Syllabus

<u>Week:</u>	<u>Chapter:</u>	<u>Section:</u>
1	Chapter 1 “Starting Point for Selling Solutions for On Demand Business”	1.2
2	Chapter 2 “The On Demand Business”	
3	Chapter 3 “Marketplace Directions”	
4	Chapter 4 “Client Relationships”	
5	Chapter 5 “On Demand Business Breakthrough”	
6	Chapter 6 “The On Demand Business Value Proposition”	
7	Chapter 7 “Mapping the IBM Offerings to Solutions for IBM On Demand Business”	
8	Chapter 8 “Creating a Buying Vision and Energizing the Sales Process”	8.1, 8.2, 8.3
9	Chapter 8 “Creating a Buying Vision and Energizing the Sales Process”	8.4, 8.5
10	Chapter 9 “Identifying Client Business Problems and Requirements”	
11	Chapter 10 “Moving the Sale Forward”	
12	Chapter 11 “Resources, Tools, and References”	
13	Chapter 12 “On Demand Business Examples”	12.1
14	Chapter 12 “On Demand Business Examples”	12.2
15	Review Sample Test Questions	
16	Take Practice Test off internet	